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| Course Details |
| Code | **Academic Year** | **Semester** |
| BE023 | 2021-2022 | Elective |
| Title | **T** | **A** | **L** | **ECTS** |
| Theory of Consumer Behavior | 3 | 1 | 0 | 10 |
|  |
| Language | English |
| Level | **Master** |  | **Doctorate** | **X** |
| Department / Program | PhD in Business and Economics |
| Forms of Teaching and Learning | Face to Face |
| Course Type | **Compulsory** |  | **Elective** | **X** |
| Objectives | The aim of the course is to discuss the theories and issues in consumer behavior research. Theories that form the basis of classical and current research on the consumer decision-making process will be examined through weekly readings. Courses will be taught by in-depth discussion and comparison of articles published in indexed journals and by examining methodological approaches in the articles. |
| Content | * Consumer Psychology
* Black Box Model of Consumer Behavior
* Normative, Descriptive, and Prescriptive Theories of Decision-making
* Current Research Issues in Consumer Behavior
 |
| Prerequisites | - |
| Coordinator | - |
| Lecturer(s) | - |
| Assistant(s) | - |
| Work Placement | None |
| Recommended or Required Reading |
| Books / Lecture Notes | * Mothersbaugh, D. L., Hawkin, D. I., & Kleiser, S. B. (2019). Consumer behavior: Building marketing strategy. McGraw-Hill Higher Education.
* Rajagopal. (2018). Consumer behavior theories: convergence of divergent perspectives with applications to marketing and management. Business Expert. NY.
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| Other Sources |  |
| Additional Course Material |
| Documents | * Scientific articles
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| Assignments | - |
| Exams | - |
| Course Composition |
| Social Sciences |  | 100% |
| Educational Sciences |  | % |
| Natural Sciences |  | % |
| Health Sciences |  | % |
| Expert Knowledge |  | % |
| Assessment |
| Activity | **Count** | **Percentage (%)** |
| Midterm Exam |  |  |
| Quiz |  |  |
| Assignments | 2 | 40 |
| Attendance | Attendance Obligation min. 60% (9 lectures) | 0 |
| Recitations |  |  |
| Presentations | 2 | 60 |
| Projects |  |  |
| Final Exam |  |  |
| Total | **100** |
| ECTS Points and Work Load |
| Activity | **Count** | **Duration** | **Work Load (Hours)** |
| Lectures | 14 | 4 | 56 |
| Self-Study | 14 | 4 | 56 |
| Assignments | 2 | 28 | 56 |
| Presentation / Seminar Preparation | 2 | 56 | 112 |
| Midterm Exam |  |  |  |
| Recitations |  |  |  |
| Laboratory |  |  |  |
| Projects |  |  |  |
| Final Exam |  |  |  |
| Total Work Load | **280** |
| ECTS Points (Total Work Load / 28)  | **10** |
| Course Learning Outcomes |
| 1 | Gaining knowledge about previous studies and current research questions in the area of ​​consumer behavior. |
| 2 | Gaining knowledge about the theories of consumer behavior. |
| 3 | Developing the ability to critically analyze methodological approaches in scientific journal articles.  |
| 4 | Being able to create own research questions. |
| Weekly Content |
| 1 | Introduction to Consumer Behavior |
| 2 | Introduction to Consumer Behavior |
| 3 | Readings on Consumer Behavior Theory |
| 4 | Readings on Consumer Behavior Theory |
| 5 | Readings on Consumer Behavior Theory |
| 6 | Readings on Consumer Behavior Theory |
| 7 | Student Presentations |
| 8 | Readings on Consumer Behavior Theory |
| 9 | Readings on Consumer Behavior Theory |
| 10 | Readings on Consumer Behavior Theory |
| 11 | Readings on Consumer Behavior Theory |
| 12 | Readings on Consumer Behavior Theory |
| 13 | Readings on Consumer Behavior Theory |
| 14 | Readings on Consumer Behavior Theory |
| 15 | Student Presentations |
| Contribution of Learning Outcomes to Program Objectives (1-5) |
| CLO | **P1** | **P2** | **P3** |
| 1 | 5 | 5 | 3 |
| 2 | 5 | 4 | 3 |
| 3 | 5 | 4 | 3 |
| 4 | 5 | 5 | 3 |
| Contribution Level | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High |
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| Compiled by: | Sub-Department of Production Management and Marketing  |
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